

WOODWARD DREAM SHOW POSTPONED UNTIL 2021

- Newest premium event for car enthusiasts moved to next year
- Original programming of 2021 show will appeal to car enthusiasts and food and fashionphiles alike
- Second new event, American Festival of Speed, also scheduled for Fall 2021

PONTIAC, Mich., Aug. 3, 2020 – The inaugural Woodward Dream Show, scheduled for Aug. 13-15, 2020 at M1 Concourse in Pontiac, Mich. has been postponed until 2021.

Event organizers Pontiac Motorsports Exposition (PME) decided that instead of pressing ahead with an online-only show in the current landscape, they will bring the full week of activity – and then some – to the public next year when they will present the 2021 version of the Woodward Dream Show on the eve of next year's Dream Cruise.

"This was a difficult decision, but based on the ever-changing business environment and health concerns in Michigan and across the country, we have decided to postpone the inaugural Woodward Dream Show to 2021," said PME CEO Tim Hartge. "Our mission at PME is to create and execute premium, in-person automotive events for enthusiasts and car owners, and that was going to be difficult to do this year, so we have decided to focus on creating an even better event for 2021."

The Woodward Dream Show had recently been reduced to an invite-only and live-streamed event for this year.

"We certainly appreciate the capabilities that online car shows have to offer, but no matter how we scheduled it, the final product wasn't going to be all we hoped to bring to the car enthusiast public. The level of premium cars that people were bringing is something that the public should get a chance to experience first-hand," said Hartge. "Postponing our debut will allow us to better plan for next year's show and allow the public to experience our 'best of the best' philosophy of an automotive event."

The postponement follows the cancellation of public events around the Woodward Dream Cruise on Woodward Avenue, a mainstay that draws car enthusiasts from all over the country and around the world. The 2021 Woodward Dream Show at M1 Concourse will feature "Best of the Best" automobiles, a point-to-point timed race, diverse food offerings, and a fashion display and show.

PME's marquee event, the American Festival of Speed, is scheduled for Sept. 30-Oct. 3, 2021.

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Pontiac Motorsports Exposition (PME) was founded in 2020 to create innovative new events for automotive enthusiasts in Michigan and around the world. PME operates out of M1 Concourse, a 1.5-mile road course, and private paddock in Pontiac, Mich., 30 minutes from the heart of Detroit Motor City. M1 hosts an exclusive Motorsports Club and sumptuous private garages.

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